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April 12, 2011

NOTICE OF PREPARATION AND NOTICE OF PUBLIC SCOPING MEETING

EAF NO.: ENV 2011-0540-EIR

PROJECT NAME: 10000 Santa Monica Project

PROJECT LOCATION/ADDRESS: 10000 Santa Monica Boulevard, Los Angeles, CA 90067

COMMUNITY PLANNING AREA: West Los Angeles

COUNCIL DISTRICT: 5

DUE DATE FOR PUBLIC COMMENTS: May 12, 2011

The City of Los Angeles, Department of City Planning, will be the Lead Agency and will require the preparation of an environmental impact report ("EIR") for the project identified herein (the "Project"). The Department of City Planning requests your comments as to the scope and content of the EIR. The purpose of the Scoping Meeting is to receive input from the public as to what areas the EIR should study. No decisions about the project are made at the scoping meeting. The Project description, location, and the potential environmental effects are set forth below. Also included below are the date, time, and location of the Scoping Meeting that will be held in order to solicit input regarding the content of the Draft EIR. The Scoping Meeting is in an open house format. **THIS IS NOT THE REQUIRED PUBLIC HEARING FOR MUNICIPAL CODE ENTITLEMENT REQUESTS, which will be scheduled after preparation of the EIR.** A copy of the Initial Study prepared for the Project is not attached but is available for public review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

PROJECT DESCRIPTION: The Project Applicants, SM 10000 Property, LLC, (the Applicant) proposes the development of a residential project at 10000 Santa Monica Boulevard within the Century City community of the City of Los Angeles. The project would provide up to 283 luxury residential condominium units in a building with up to 39 stories and approximately 460 feet of height and would provide parking and recreation/site amenities in an adjacent ancillary building up to 9 stories (90 feet) in height. Parking for approximately 708 vehicles would be provided within two subterranean levels and 9 stories of above grade parking in the ancillary building. The project would also include a large amount of open space with approximately 43,141 square feet of ground-level landscaping, mostly located in a large garden area on the south/eastern part of the site.

REQUESTED APPROVALS: It is anticipated that approvals required for the proposed project would include, but may not be limited to, the following: Vesting Tentative Tract Map and associated haul route approval; Project Permit Compliance Review; Site Plan Review; Zoning Administrator Adjustment to calculate the project's buildable area based on gross lot area; Zoning Administrator Adjustment to permit the development of 283 residential units; certification of an Environmental Impact Report; filing of Form 7460-1, Notice of Proposed Construction or Alteration, with the Federal Aviation Administration for the residential building; grading, excavation, foundation, and associated building permits; and other permits and approvals to be requested or as deemed necessary.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics; Air Quality; Cultural Resources; Geology and Soils; Greenhouse Gas Emissions; Hazards and Hazardous Materials; Hydrology and Water Quality; Land Use and Planning; Noise; Public Services; Recreation; Transportation/Traffic/Parking/Pedestrian Circulation; Utilities/Service Systems; and Mandatory Findings of Significance.

PUBLIC SCOPING MEETING DATE AND LOCATION: The public scoping meeting will be held on April 27, 2011 from 6:00 p.m. to 8:00 p.m. at the location below. The purpose of the scoping meeting is to solicit public comments regarding issues to be addressed in the Draft EIR. The scoping meeting will provide information regarding the Project and the anticipated scope of analyses to be contained in the Draft EIR. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. There will be no verbal comments or public testimony taken at this open house meeting.

Date: April 27, 2011

Time: 6:00 p.m. to 8:00 p.m.

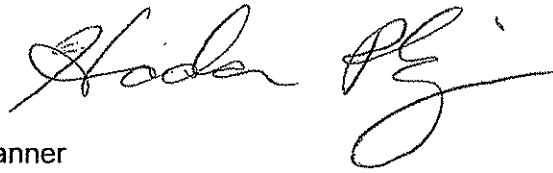
Location: Cheviot Hills Recreation Center
2551 Motor Ave.
Los Angeles, CA 90064

An Environmental Impact Report (EIR) will be prepared and submitted to the Department of City Planning. The Department of City Planning welcomes all comments regarding the environmental impacts of the proposed Project and the issues to be addressed in the EIR. All comments will be considered in the preparation of the EIR. **Written comments** must be submitted to this office by May 12, 2011. Written comments will also be accepted at the scoping meeting described above.

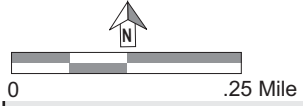
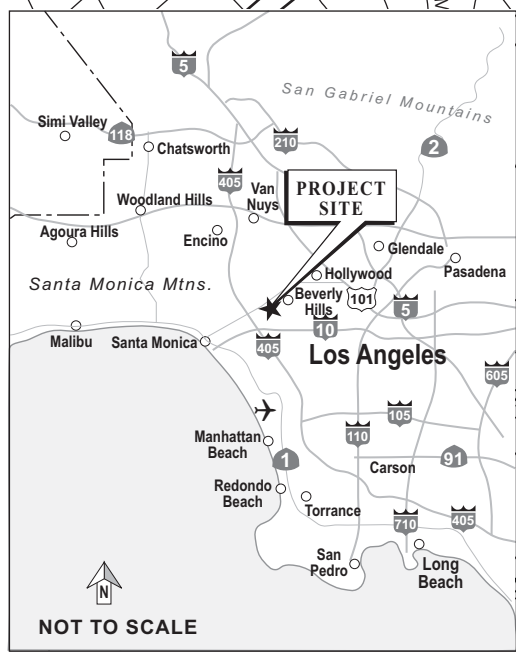
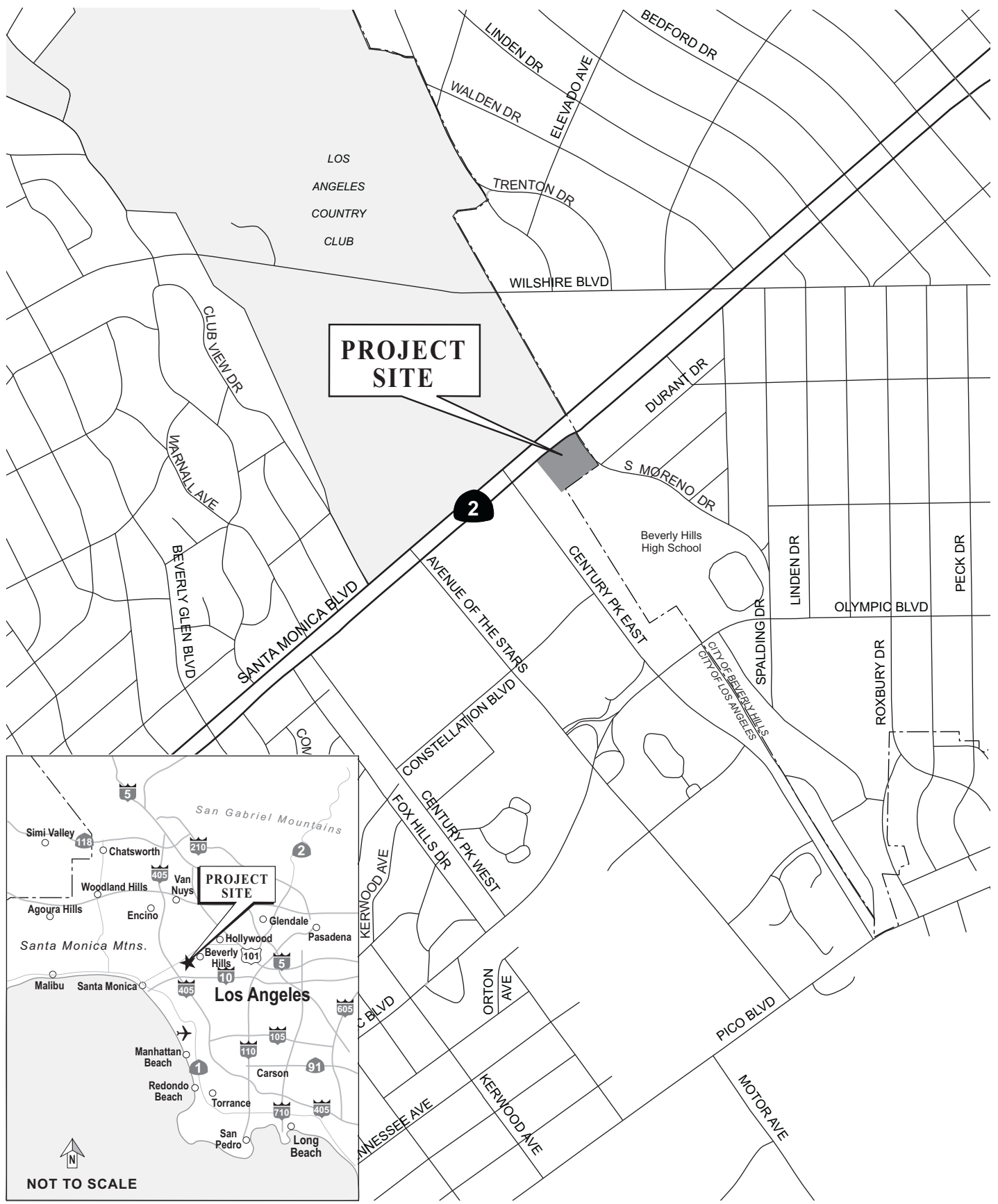
Please direct your comments to:

Hadar Plafkin, City Planner
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
Fax: (213) 978-1343
Hadar.Plafkin@lacity.org

Michael J. Lo Grande
Director of Planning

A handwritten signature in black ink, appearing to read "Hadar Plafkin". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

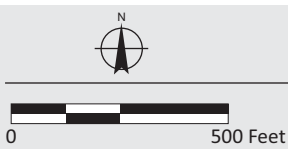
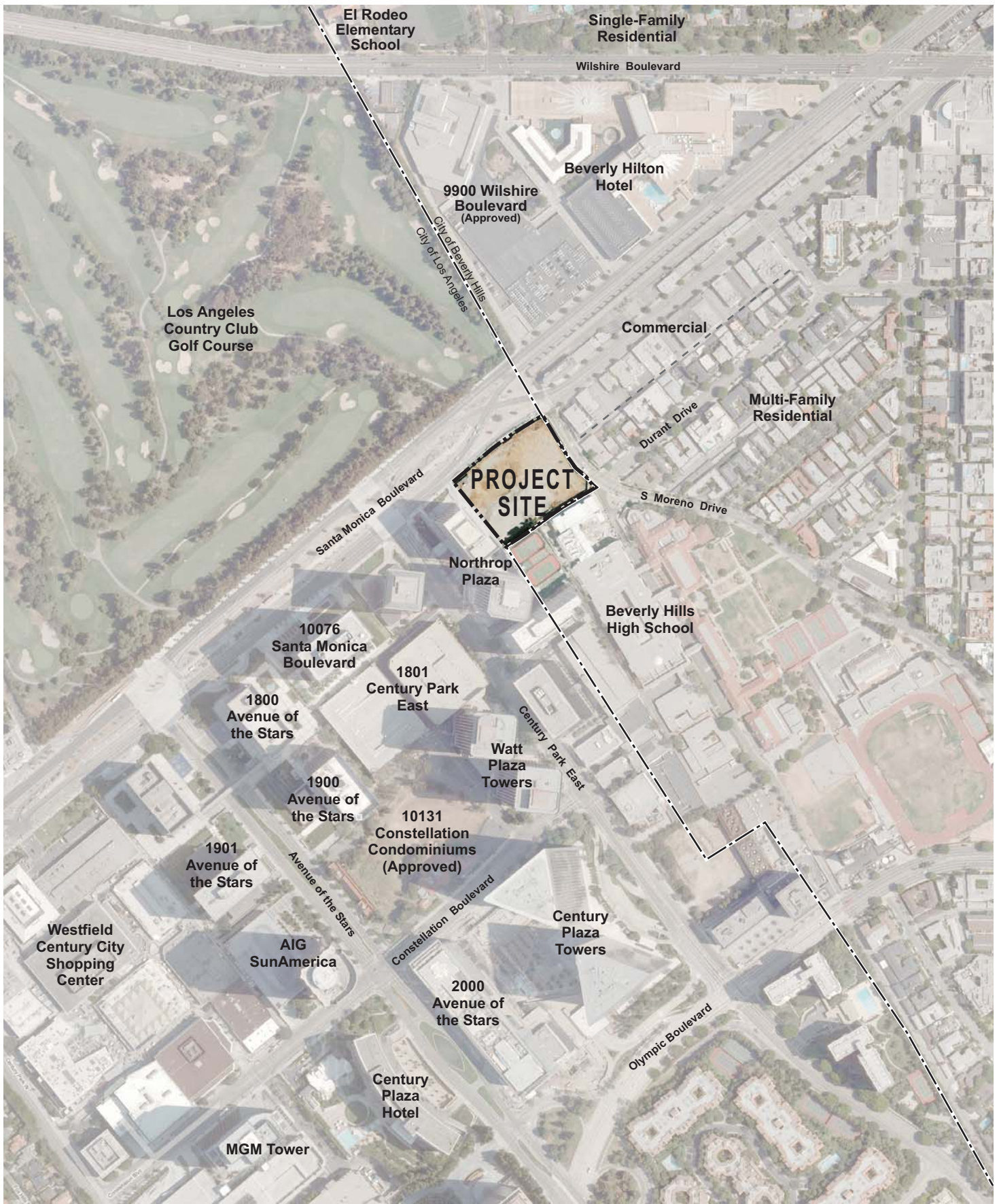
Hadar Plafkin, City Planner
Project Manager



Project Location Map

10000 Santa Monica Boulevard
 Source: PCR Services Corporation, 2010.

FIGURE
1



Aerial Photograph

10000 Santa Monica Boulevard
 Source: PCR Services Corporation, 2010.

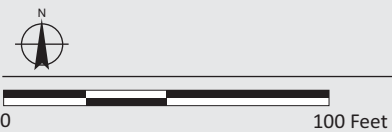
FIGURE

2



KEYNOTE LEGEND

- ① ARRIVAL COURT DROP OFF
- ② CORNER MONUMENT SIGNAGE
- ③ GARDEN WALK
- ④ DECOMPOSED GRANITE GARDEN TERF
- ⑤ RESIDENTIAL TERRACE
- ⑥ LAWN
- ⑦ SEATING AREA
- ⑧ WATER FEATURE
- ⑨ SYNTHETIC LAWN
- ⑩ TENNIS COURT
- ⑪ FIRE EGRESS
- ⑫ POOL
- ⑬ SPA
- ⑭ CABANA DECK
- ⑮ ZEN GARDEN
- ⑯ MAIN ENTRY
- ⑰ SANTA MONICA BLVD. STREETSCAPE
- ⑱ SECONDARY ENTRY
- ⑲ MORENO DRIVE STREETSCAPE
- ⑳ STREET LEVEL PLAZA
- ㉑ GARAGE ENTRY/EXIT



Conceptual Site Plan

10000 Santa Monica Boulevard

Source: Melendrez, 3/2011

FIGURE

3